

**IN THE UNITED STATES PATENT AND  
TRADEMARK OFFICE**

***RESPONSE UNDER 37 C.F.R. 1.111***

Applicant: Cannon	Docket No. CANN-0208
Serial No.: 09/814,622	Group Art Unit: 2162
Filed: March 22, 2001	Examiner: Fleurant, Jean
Title: METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION	

**RESPONSE TO OFFICE ACTION  
DATED November 16, 2006**

Mail Stop Amendment  
The Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The following is responsive to the Office Action mailed November 16, 2006.  
Applicants respectfully request reconsideration of the application in view of the following:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.